GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:268
ANSWERED ON:16.03.2015
PROMOTION OF TOURISM .
Rathod Shri Dipsinh Shankarsinh;Singh Dr. Prabhas Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken note of rich untapped tourism potential in various parts of the country and if so, the details thereof;

(b) whether the Government has undertaken promotional activities to show case abroad India`s tourism potential and its varied tourism destination and products including culture, heritage etc.;

(c) if so, the details thereof and the success achieved as a result thereof in augmenting tourist inflow;

(d) the funds allocated and utilised by States during the last three years and the current year, State and year-wise; and

(e) the steps taken to promote tourism within India and the outcome thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (e): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.268 ANSWERED ON 16.03.2015 REGARDING PROMOTION OF TOURISM.

(a) to (e): Yes, Madam. India's rich cultural, historical, religious and natural heritage provides a huge potential for development of tourism.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets. As part of its promotional activities, the Ministry of Tourism releases campaigns in the international & domestic markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage. In addition to this, the Ministry of Tourism promotes various tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.

A series of promotional activities are also undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential, rich cultural heritage and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India Seminars and work shops; organising and supporting Indian food and cultural festivals, publication of brochures, offering joint advertising and brochure support; and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of this Ministry. Financial support is also extended under the marketing development assistance scheme (MDA) to approved tourism service providers for undertaking tourism promotional activities overseas.

Another major initiative in this direction is the launch of Tourist Visa on Arrival enabled with Electronic Travel Authorization (ETA) Scheme. This scheme is now available for Nationals of 44 countries to travel to Inrfia for tourism for short stay of 30 days.

During the last three years and the current year till February, 2015, the Foreign Tourist Arrivals (FTA)'s in India along with the growth rate is given below:

Year	FTAs	Growth Rate (%)
2011	6309222	9.2
2012	6577745	4.3
2013	6967601	5.9
2014	7703386	10.6
2015 (Jan-Feb)	1551587	2.3

Provisionally revised as per Bureau of Immigration Provisional

The development and promotion of rich untapped tourism potential, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. The Ministry of Tourism (MOT) provides Central Financial Assistance (CFA) to State

Governments/Union Territory Administrations, for various tourism projects prioritized every year in consultation with them subject to availability of funds, inter-se priority, liquidation of pending utilization certificates against the funds released earlier and adherence to the scheme guidelines.

Besides, Ministry Of Tourism has taken several initiatives to promote tourism. Some of the major initiatives are as under:

(a) :Two new Schemes for Tourism Infrastructure Development were announced in Budget 2014-15 as detailed below:

i) Swadesh Darshan- Integrated Development of Theme Based Tourist Circuits.

ii) PRASAD: National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive.

Both the schemes have been launched during the current financial year.

(b) :Launch of Incredible India Helpline 1800-11-1363 and 1363.

(c) :A comprehensive strategy to effect cleanliness at tourist destinations under the "Campaign Clean India". The Clean India Campaign has been dovetailed with Swachh Bharat Mission inaugurated by Hon'ble Prime Minister on 2nd October, 2014 and implement this Abhiyan as Swachh Bharat, Swachh Paryatan and Swacch Smarak.

A Statement with the details of funds sanctioned, released and utilized by various States/UTs. during the last three years and current year is given at Annexure.